

## **The Nisha Group**

Manisha Hooks, an African-American single mother of three children, is the owner of The Nisha Group located in at 823 N. 2<sup>nd</sup> Street in Milwaukee, Wisconsin. The Nisha Group was started in 2004 and is the successor of Nisha's Janitorial Services that provides cleaning services as well as general maintenance care and post-construction cleaning for commercial buildings in southeastern Wisconsin.

Manisha worked at WE Energies for thirty years before retiring in 2004 to start The Nisha Group. While working full-time at WE Energies, she was involved in numerous entrepreneurial pursuits to earn extra income to support her family. One of the pursuits was the purchase of a Coverall Wisconsin Janitorial franchise. As a Coverall franchisee, Manisha gained janitorial trade skills and the necessary skills to compete in the commercial cleaning industry. During this time, Manisha also pursued her formal academic training receiving an Associates Degree in Supervisory Management, earning a Bachelor of Arts in Business Management and obtaining a Private Detective Agency License and Armed Security Guards License.

In 2001, Ms. Hooks recognized that the profitability of her janitorial business was restrained by the numerous fees she paid for material, janitorial contracts and the use of the Coverall name. She branched out on her own with the establishment of Nisha Janitorial Service and successfully assumed full responsibility for both front and back office operations and, in one year, significantly increased her gross revenue and profitability. Manisha has obtained various certifications that include Milwaukee County Disadvantaged Business Enterprise (DBE), State of Wisconsin Department of Commerce Minority Business Enterprises (MBE), Milwaukee Public Schools, Neighborhood Schools Initiative, Women's Business Enterprise (WBE), City of Milwaukee Emerging Business Enterprise (EBE) and the U.S. Small Business Administration 8(a) Certification.

All the above has led to the expansion of The Nisha Group from a basic cleaning service to a full-service building maintenance firm that includes asbestos removal, lead abatement, building security and light repair. The business now has a total of forty employees, half of them part-time. Part of the expansion plan is to have eighty full-time employees by this summer.

The Nisha Group is a member of The Wisconsin Supplier Development Council, The Milwaukee Metropolitan Chamber of Commerce and a Board Member of the National Association of Minority Contractors - Wisconsin chapter. The Nisha Group currently has contracts with Milwaukee County, The Medical College of Milwaukee, Roeshen's Omni Care, Amerihart, The City of Milwaukee, General Services Administration, KM development (Pabst Brewery Project), Wackenhut Corporation, MPS, and Health Care for the Homeless.

Nisha is currently seeking contracts with Milwaukee Area Technical Colleges, the State of Wisconsin, M&I Bank, Miller Park, Marquette University, UWM, Rockwell Automation, VA Hospital and State Fair Park.

As of June, 2007, The Nisha Group has added security guards services (armed and unarmed) doing business as "The Milwaukee Rangers." They are currently sub-contractor as EBE for the City of Milwaukee program with Wackenhut in the city neighborhood libraries. Ms. Hooks is an ambitious entrepreneur that is determined to capitalize on the janitorial, facility maintenance and security guard commodities markets.

Manisha is a true entrepreneur in the purest sense that embodies the "can do" attitude that produces successful businesses. SBA is proud to be of assistance to Manisha and The Nisha Group as they move forward on the road to success.